

April/May Creative Rotation — *Rvised*

		Creative Recommendation		
April Weeklies (w/o)				
Entertainment Weekly (4/15 & 4/29)		Concert/Fashion		
National Enquirer (4/4 & 4/25)		Concert/Fashion		
People (4/25)		Concert		
Sporting News (4/18)		Necessities		
Sports Illustrated (4/18)		Fashion		
Star (4/11 & 4/25)		Necessities/Fashion		
TV Guide (4/9 & 4/23)		Necessities/Concert		
Woman's World (4/11 & 4/25)		Concert/Fashion		
May Monthlies				
Bassmaster		Necessities		
Car & Driver		Necessities		
Cosmopolitan		Fashion		
Country America		Concert		
Cycle World		Fashion		
Field & Stream		Necessities		
First For Women (5/9 & 5/30)		Fashion/Concert		
Home Mechanix		Necessities		
Inside Sports		Necessities		
Life		Concert		
New Woman		Fashion		
Omni		Concert		
Outdoor Life		Necessities		
Penthouse		Necessities*		
Playboy		Necessities*		
Popular Mechanics		Concert		
Redbook		Concert		
Road & Track		Fashion		
Soap Opera Digest (5/10 & 5/24)		Concert/Fashion		
Sport		Necessities*		
Sports Afield		Fashion		
True Story		Necessities		
US		Concert		
Woman's Day (5/17)		Concert		
May Supplements				
Parade (5/1)		Necessities		
USA Weekend (5/1)		Concert		Totals:
May OOH		TBD		Concert = 15
* Necessities selected due to short close.				Necessities = 14
				Fashion = 12

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